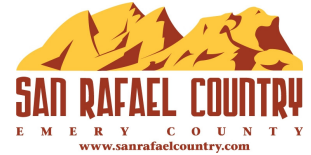


**MINUTES**  
Emery County Travel Bureau  
**July 1, 2015 11:00am**  
JWP Museum/Conference Room  
Castle Dale, Utah



**ATTENDANCE:**

**Members:** Tina Carter, Travis Bacon, Joshua Rowley, Jonathon Hunt, Penney Riches, Jordan Leonard, Chelsea Guymon, Keith Brady

**Guests:** Patsy Stoddard, Maria Sykes, Pat Brady, Brian Brooks, Chris Lazama, Orion Stand-Gravois

**Excused:** Stacey Conover, Jim Fauver

**Conducting and Welcome:** Vice Chairman Lamar Guymon

1. **Approval of Minutes: June 3rd:** Travis motions to approve the minutes from June 3rd with a second from Penney. **Approved**
2. **Discussion of Financial Report: Tina Carter:** We'll be watching all accounts closely. TRT is up around \$29,000. Restaurant Tax is up but not as much as was expected. Resort Tax for Green River is also up.
3. **Discuss/Approve/Deny Go West Travel Trade Show:** You can use the contact information you get from Go West to help your personal business. 2015 was the first year we participated in the Go West Show. We picked companies that had activities similar to ours. We partnered with Heart of Utah. It is recommended to put all information on a flash drive that you wish you to pass along to either a partner or other companies you are interested in. The show is held in February and this coming year it will be in June Alaska. Motion to approve the \$2,195 to participate in Go West by Penney with a second by Travis.
4. **Update/Discuss/Approve/Deny Sway Bags:** We need bags for our activities/events. Motion by Jonathon to purchase 1,000 bags for our activities/events with a second from Penney.
5. **Update/Discuss/Approve/Deny Discount Cards:** Keith contacted Plastic Pointers about discount cards. Green River and the rest of the County would be a separate card. The back of the card will have businesses participating in the discount program and the front will have our branding logo. We are still getting quotes from companies for printing. This card will be more beneficial next summer rather than this year. The cards will be given away instead of a visitor having to purchase the discount card. Hopefully we can get locals interested in the discount cards as well. Motion by Jonathon to move forward on the discount cards project with a second by Jordan.
6. **Update/Discuss County Event Planner:** The event planner will start out at part time and will hopefully be funded by both the Economic Development Office and the Travel Bureau. If the event planner does well enough they could potentially become full time. The Board all agrees that an event planner would be beneficial. It is estimated that the wage for a part time event planner would be \$14,000 and for full time it is estimated to be around \$23,000.
7. **Discussion Budget 2016:** Bring ideas for next year's budget to the meeting in August. There were questions about our Miners Memorial Donation and whether it was for Emery County of Carbon County. Keith will look into this.
8. **Discussion Roger Brooks:** The Roger Brooks group charges \$85,000 for advertising. This includes branding and an assessment. The assessment includes guidelines of how to improve businesses. Phase 2 of the Roger Brooks program could start in October depending on where the State is with Roger Brooks. Roger wanted to see us use Goblin Valley as our anchor to get people here and then provide visitors with alternate activities to do after Goblin Valley. He suggested creating an itinerary for each end of the County and for different demographics. We need to work on our "Best of" brochure.
9. **Discussion and Possible Recommendation of the Following:**
  - a) **Film Related Projects:** None.
  - b) **State Parks:** Hooked on Utah came to Huntington for their fishing show. Cowboy Ted will be filming a Scofield and Millsite. State Parks are up \$48,000 from last year.
  - c) **Trail's Committee:** Contracts are signed and work is due to start June 29th on the Huntington Trail.
  - d) **Potluck:** Nothing new.
  - e) **EC Chamber:** Lunch and Learn July 15th. Alan Christensen will be talking about the 7 Methods to a Successful Business.
  - f) **Museums:** JWP has a new gallery. San Rafael Museum is still working on their Kid's Corner.
  - g) **Expos and Events:** Consumer Trade Shows are not beneficial to us where Travel Trade Shows could be more beneficial for us. We are questioning whether or not we want to continue our participation in the Quartzite Show in Arizona. The Salt Lake Show we were able to draw more interest from potential visitors than any of the other shows. We should think about changing our booth from Emery County to Goblin Valley.
10. **Discussion of Old Business:** None
11. **Discussion of New Business:** None
12. **Adjourn**